



United States
Department of
Agriculture



I am Kristan Norman.
I am a Conservationist.

Kristan Norman

Area Rangeland Management Specialist

Conservation Planning Status:
Certified Planner

Year Started with NRCS: 2002

Positions Held: Rangeland Management Specialist,
Petaluma, Calif., Area Rangeland Management Specialist,
Napa, Calif.

Educational Background: Humboldt State University:
Bachelors Degree in Rangeland Resource Sciences with
a Minor in Geographic Information Systems

Why did you choose a career with NRCS?

I've always lived in the country, spending a lot of time on friends' ranches. I heard their concerns and felt there was a real need for technical assistance. When I discovered the work NRCS did, it was such a fit for what I wanted to do. It felt like coming home.

Why is conserving natural resources important to you?

We only get one shot at life on this planet. We're here for a short time and we need to make it count. When I help ranchers, I know the changes we are making together are shaping, to some extent, the lives of their children and their grandchildren. It's good to have your work benefit the next generation.

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**Natural
Resources
Conservation
Service
California**

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What has been your favorite part about working for NRCS?

Being able to see a difference being made as I work on projects on such a variety of landscapes and with such a variety of landowners. I can see how much they appreciate it. I have built some of the most incredible relationships...and those will last a lifetime.

Why do you think conservation planning is an important aspect of what you do for landowners?

It helps you chart your course. It defines where you are and gives you options about where you want to go. Then landowners can look back and see the progress. We can talk and talk but there's something about putting things on paper that makes it stick. It's nice to be able to step away from the dollars, and affect management that makes a difference for the long run.

What is your favorite memory of your conservation planning experience?

There's a rancher very near the coast who had a horrible gorse infestation. Everyone said there was nothing he could do about it.

But he and I crafted a plan. We began by masticating the gorse and followed with herbicide and then replanted with range seeding. It took a few years, but he is now the poster child of rangeland weed control. He's in a very visible spot right on a busy highway, and it really got all his skeptical neighbors knocking on our door. We converted a gorse mess to a productive grassland.

What would you say to an employee in the process of becoming a certified planner?

It's really rewarding and gives you a chance to share your knowledge. If you go through the steps, you acknowledge the process required. It challenges us to slow down and ask if the typical fence or watering station is really the right answer in a given situation. It allows you to be more thorough...and documenting makes such a huge difference in understanding the process.

Any advice for apprentice planners?

Listen. It's the most important thing you'll do. Listen to the landowner. Listen to your partners. Listen to your peers. Spend the time and really take it in.



Want to learn more
about the Conservation
Stewardship Program?

nrcs.usda.gov/farmbill

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